

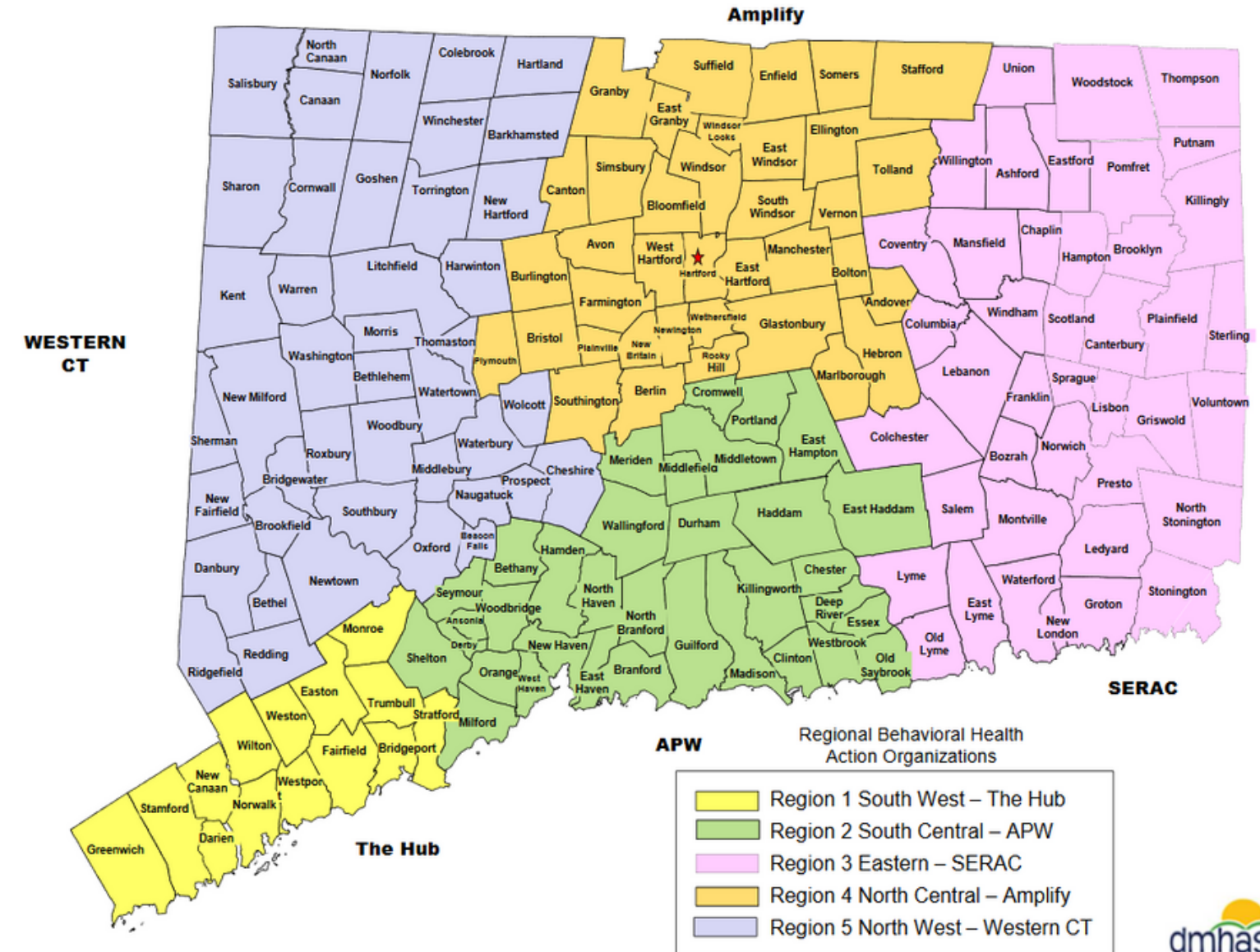
# JUUL SETTLEMENT FUNDS 2024 ANNUAL REPORT

Prepared for the Connecticut Tobacco & Health Trust Fund

# RBHAOs

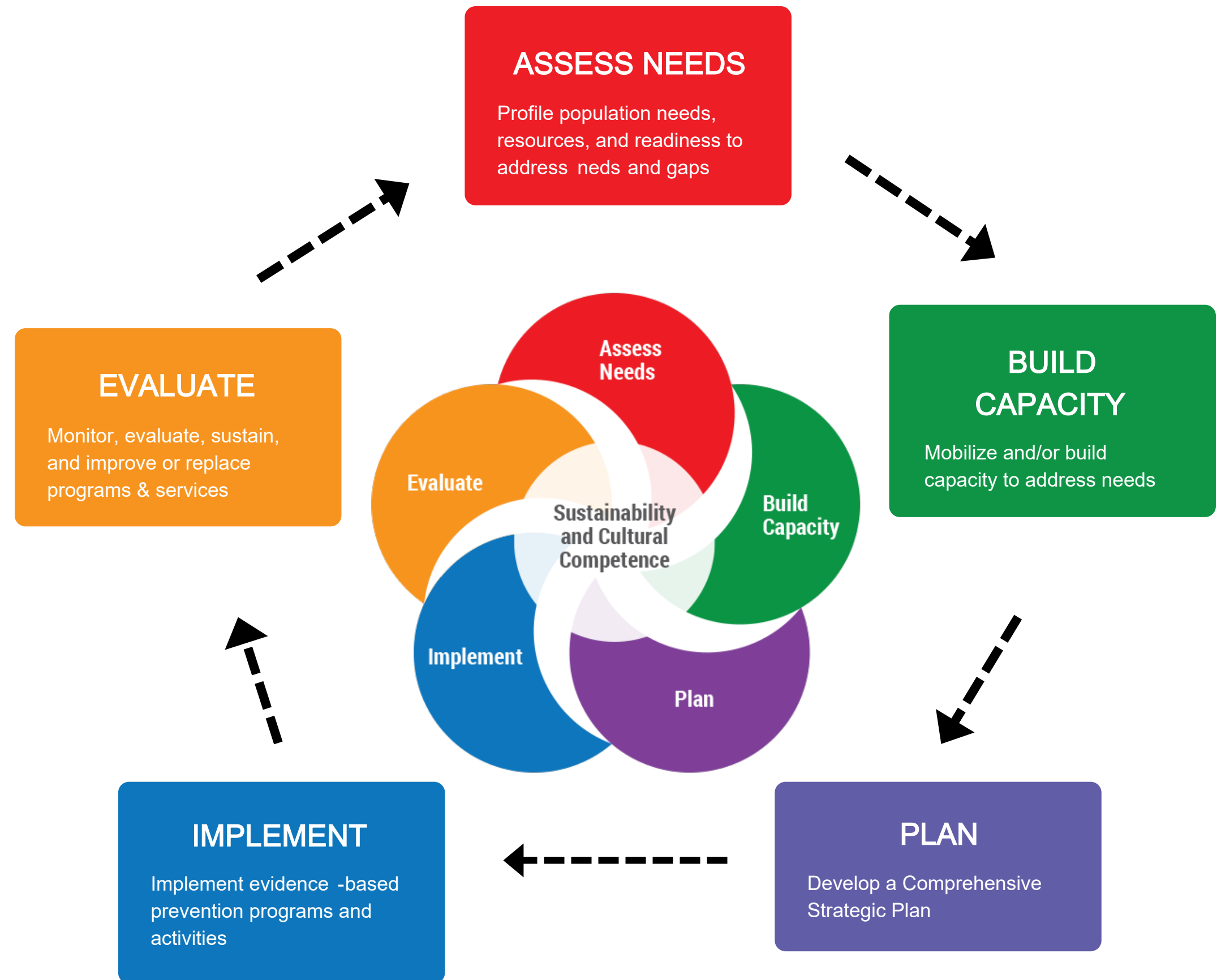
Five Regional Behavioral Health Action Organizations (RBHAOs) operate as subcontractors to DMHAS to carry out Alcohol, Tobacco, and Other Drugs (ATOD) prevention initiatives. These private non-profit organizations, comprised of a board of directors of community stakeholders, and staff build capacity of communities to identify gaps and coordinate and leverage resources for behavioral health services.

In May 2024, sixteen -month contracts were executed with the five (5) RBHAOs in the amounts of \$300,000 each for a total of \$1.5 million disbursed by September 30, 2025.



# STRATEGIC PREVENTION FRAMEWORK

The RBHAOs will utilize the Substance Abuse and Mental Health Services Administration (SAMHSA) planning framework, entitled the Strategic Prevention Framework. This framework is a systemic community -based approach that utilizes public health research along with evidence -based prevention programs to build capacity within the state and the prevention field.





## Build Capacity

RBHAOs hired dedicated staff to serve as Regional Vaping Coordinator.

## Strategic Plan

Identify goals, key partners, target populations, timelines, persons responsible, performance metrics, and evidence-based activities to increase the effectiveness of vaping prevention efforts.

## Sustainability Plan

The Sustainability Plan will determine which goals, objectives, strategies, and evidence-based activities can be sustained in the event of reduced funding.



## Need Assessment

The RBHAOs partnered with a local evaluator to provide enhanced needs assessments utilizing RBHAOs' most recent epidemiological profiles on vaping.

## Evaluation Plan

Most evaluation data will be process, qualitative, or observational, as the data are being collected over a one-year period focused on capacity building.

# Needs Assessment



## Statewide Themes

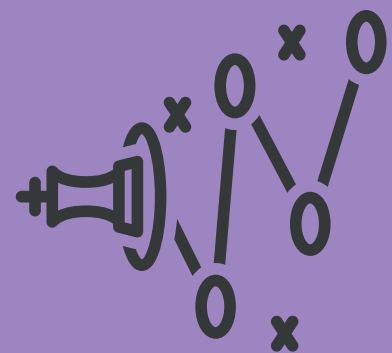
<b>Geography</b>	<ul style="list-style-type: none"><li>• Youth in Urban Core and Urban Periphery perceive vaping as less risky / less harmful.</li><li>• There is a higher density of retailers selling vape products in Urban Core and Urban Periphery.</li></ul>
<b>Treatment</b>	<ul style="list-style-type: none"><li>• There is a need for additional cessation programs, specifically a need to incorporate underlying Mental Health conditions.</li><li>• Vaping as a coping skill for mental health and anxiety, which has been found in survey outcomes as it relates to this applies to young adults and college students as well.</li><li>• Schools in need of assistance in promotion of restorative practices included education and cessation.</li></ul>
<b>Education/ Prevention</b>	<ul style="list-style-type: none"><li>• There is a low perception of vaping related harms among youth. They are often surprised when learning about ingredients/chemicals, unaware nicotine causes dependence and addiction (especially middle school youth).</li><li>• There is a need to increase perception of harm from vaping among parents/caregivers.</li></ul>
<b>Enforcement/ Retailer Education</b>	<ul style="list-style-type: none"><li>• Low enforcement of minimum age to purchase and a fair proportion of youth report purchasing vape products from stores.</li><li>• Opportunity to support and provide resources to ENDS retailers including education on checking IDs and generally the benefits of preventing underage sales.</li></ul>
<b>Other Suggestions</b>	<ul style="list-style-type: none"><li>• Adapt/share local campaigns</li><li>• Expand screening to incorporate vaping</li><li>• Educate primary care networks about vaping resources</li><li>• A general concern about targeted marketing from big companies</li><li>• The challenge of youth easily concealing devices</li></ul>

# Capacity Building



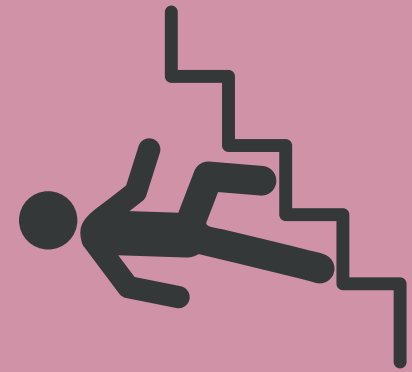
## Build Capacity through Training, Education and Resource Enhancement

- Conduct outreach and invite partners who are interested and can provide connection to various sectors in the community
- Provide training with program staff and community members on the risks vaping and the Strategic Prevention Framework to build prevention capacity
- Educate law enforcement to promote compliance checks and associated community benefits
- Educate primary care networks about vaping resources
- Provide education to school personnel to the current health education curriculums, alternative to suspension programs, and tobacco/nicotine cessation resources available to educators
- Regional Coordinators have become trained certified tobacco cessation specialists



## Implementation as of January 2025

- **School Policy Review** – conducted environmental scan of school policies and begun “100 cups of coffee” outreach to educate staff on the benefits of restorative policies.
- **Local Zoning Policy Review** – reviewing local zoning policies related to vaping retailer density in their communities.
- **Retailer Education** – provide free materials, such as “We ID” window clings, and increasing awareness of required online tobacco retailer training.
- **Tabling & Presentations** – provided vaping -related health information to students at school events and other community organizations.
- **Building Internal Capacity** – attended trainings, conferences, and webinars (e.g. Tobacco Treatment Specialist, Dialogue Education).
- **Forming Regional Vaping Workgroup** – partner with local leaders and relevant stakeholders to address vaping in CT communities.
- **Healthcare Provider Outreach** – provide informational materials on health risks and cessation resources



## Evaluation Plan

- RBHAO's will prepare and submit evaluation plan, that includes process and outcome data.
- Baseline data of Youth Vaping Rates and/or Retailer Compliance will be used to measure program impact on decreasing youth vaping in respective towns.

## Sustainability Plan

- This will ensure program efficacy and longevity in the event of reduced funding.

## Continue Capacity Building and Implementation

- Continued outreach to — and partnership with youth, parents, retailers, educators, campuses, law enforcement, healthcare providers and local legislators.



# Thank you!

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